



Example of Marketing & Development Job Description

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Our company is looking to fill the role of marketing & development. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for marketing & development

- Project management of marketing and content initiatives including development of status documents, timelines, schedules, and content plans and ensuring that all deadlines and deliverables are met on time and on budget
- Driving the Group strategy with respect to key components of Trade Marketing development
- Converts aforementioned marketing efforts into actionable lead flow for business development team
- Manages marketing and business development training programs for local Managers
- Represent the organization on weekly production calls and coordinate monthly consultant meetings and creative kick-offs as needed
- Prepare and distribute solicitation and cultivation pieces to our e-community via the Luminare online marketing tool
- Improve and develop systems and procedures for managing workflow and recordkeeping for fundraising and marketing campaigns
- Represent the organization at employee giving campaigns and fairs
- Respond to queries from both prospective and current donors regarding the organization's activities and programs, contributions, and giving options in a timely and professional manner
- Create call lists for staff and volunteer thank-you efforts

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- Proficiency in Adobe Creative Suite (particularly Photoshop and InDesign)
 - Balanced experience from both a retailer and brand point of view
 - College degree with specialization in marketing and/or communications preferred
 - Candidate should have a Bachelor's degree in Marketing or equivalent
 - Minimum two (2) years experience working in a Marketing environment – ideally supporting sales
 - Must possess excellent presentation skills and experience presenting to small and large groups